

# Fashion Calendar

## 1949

FILE

9/26/49

### JANUARY

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**RUTH FINLEY, Editor**

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, SEPTEMBER 23, 1949</u>			
Friday Sept. 23 10:00 A.M. Coffee	PRESS SHOWING OF RESORT COLLECTIONS Sylvan Rich will present the Martini and Diminutives Resort and Holiday collections to the press over a second cup of coffee in his showroom. Attendance by invitation only. Trade opening on Monday, Sept. 26, with Diminutives showings at 10:30 A.M. and 1:00 P.M. daily; Martini at 11:00 A.M. and 1:30 P.M. daily. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM, 21ST FLOOR
Friday Sept. 23 10:00 A.M.- 5:00 P.M.	PRESS PREVIEW: FRENCH COSTUME DOLLS Forty-nine costume dolls from the French "Gratitude Train" will be presented at the Brooklyn Museum. Created by the Syndicate de la Couture de Paris, these dolls are 2½ feet tall, and portray the character and stylistic changes in French fashions from 1715 to 1906. There will be a private reception for Museum members and invited guests on Monday, Sept. 26, from 4:00 P.M. to 6:00 P.M. The exhibition will be opened to the public from Sept. 27 through January 1. Publ.: John Gordon, NE. 8-5000.	BROOKLYN MUSEUM (EASTERN PARKWAY)	1ST FLOOR ENTRANCE GALLERY
Friday Sept. 23 2:30 P.M.; 3:30 P.M.	SHOWING OF MILLINERY AND SHOE FASHIONS Informal fashion showing of better millinery at 2:30 P.M.; and shoes at 3:30 P.M. Open to public. Publicity: Mary Grizzard, Market 2-1212.	L. BAMBERGER & CO. NEWARK, NEW JERSEY	INDIVIDUAL DEPARTMENTS
Sept. 24-25	ROSH HASHONAH--FIRST AND SECOND DAYS OF JEWISH NEW YEAR (Sat. and Sun.)		
Saturday Sept. 24 2:00 P.M.; 3:30 P.M.	SHOWING OF BRIDAL AND JUNIOR DRESSES Showing of bridal fashions at 2:00 P.M. and of Junior Miss dresses at 3:30 P.M. Open to public. Publicity: Mary Grizzard, Market 2-1212.	L. BAMBERGER & CO. NEWARK, NEW JERSEY	3RD FLOOR JUNIOR MISS DEPT.
Sept. 25	DAYLIGHT SAVING TIME ENDS--MOVE CLOCKS BACK ONE HOUR (Sunday).		

## WEEK BEGINNING MONDAY, SEPTEMBER 26, 1949

Monday Sept. 26 9:00 A.M. Petit Dejeuner	PARIS ADAPTATIONS AND ACCESSORIES Press preview of Macy's new "Accessory Bazaar," with a presentation of Paris imports and adaptations. Attendance by invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	STREET FLOOR BROADWAY ENTRANCE
Monday Sept. 26 12:00 Noon Luncheon	PRESS PREVIEW OF RESORT COLLECTION Anna Miller will invite the press to a luncheon preview of her Resort collection, designed by Earl Luick. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ANNA MILLER CO.	498 SEVENTH AVENUE SHOWROOM - 17TH FL.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 26 1:00 P.M. Luncheon	CUSTOM MILLINERY AT LUNCHEON SHOW Showing of Fall hat collection by Ish-Ti-Opi. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Ish-Ti-Opi Publ. and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ISH-TI-OPI (22 E. 67TH STREET)	HOTEL PLAZA TERRACE ROOM
Monday Sept. 26 1:00 P.M. Luncheon	SHOWING OF FALL ORIGINALS Showing of originals for Fall in daytime dresses, cocktail and evening gowns. Jewelry--John Rubel. Handbags--Calem. Hosiery--Modeltex. Press by invitation. Public by reservation; contact: Dee Hales, VO. 5-2800, Ext. 3. La Fontaine Publicity: Mary Marsh, PL. 9-2675. Director of Fashion Shows for Sherry-Netherland: Alexandre Tarsaidze, VO. 5-2800.	LA FONTAINE (8 EAST 62ND ST.)	SHERRY-NETHERLAND CHANTECLAIR ROOM
Monday Sept. 26 7:30 P.M.- 9:30 P.M.	FIRST SESSION OF FASHION TRAINING COURSE Subject: "Fashion Markets" -- Operation by type, price and taste levels; local and regional. Speaker: Helen Faith Keane, Fashion Consultant and Chairman of the Course. (No lecture on Monday, October 3, because of the Jewish holiday). Tuition fee for series: \$15.00; or \$2.00 for each indi- vidual lecture. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER CONCERT HALL - 165 W. 57 ST.
Beginning Monday Sept. 26	EXHIBIT: SCOTTISH CLAN TARTANS Authentic tartans of the Scottish Clans, including royal, dress, hunting, mourning, and ancient designs, will be on exhibit from Sept. 26 through Oct. 8. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Week Of Sept. 26	FOURTH ANNUAL NAT'L SWEATER WEEK Theme of Sweater Week: "The Family Group". Publ.: Martin Stern, VA.6-0543.	KNITTED OUTERWEAR FOUNDATION	THROUGHOUT THE COUNTRY
Tuesday Sept. 27	OPENING OF NEW FANTASIA SHOP Lord & Taylor will open their new Fantasia Shop, featuring the "most chic, most charming, most clever" accessories selected from the store, including the outstanding blouse, skirt, handkerchief, nightgown, decorative piece from the home furnishings department. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR
Tuesday Sept. 27 10:00 A.M.	PRESS SHOWING: HATS FOR FALL AND WINTER Baroness Luly Radvanszky will present press preview of Fall and Winter millinery. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	BARONESS LULY RADVANSZKY	867 MADISON AVENUE SALON
Tuesday Sept. 27 11:00 A.M.	PRESS PREVIEW: FALL AND WINTER FURS Bergdorf Goodman will present a press showing of Fall and Winter furs. Attendance by invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Beginning Tuesday Sept. 27 2:30 P.M.	OPENING OF RESORT COLLECTION Opening of Resort collection and preview of suits for Spring, designed by Earl Luick, will be presented on Tuesday, Sept. 27, at 2:30 P.M., and daily thereafter at 2:30 P.M. Publicity: Mildred Kaldor, MU. 9-5420.	ANNA MILLER CO.	498 SEVENTH AVENUE SHOWROOM - 17th FL.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 27 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF NEW PERFUME Introduction to the press of Lentheric's new perfume at their new showroom in the Squibb Building, 745 Fifth Avenue. By invitation only. <u>Note change of date and time</u> .	LENTHERIC	745 FIFTH AVENUE SHOWROOM--28TH FL.
Beginning Tuesday Sept. 27 8:00 P.M.- 9:45 P.M.	FASHION COURSES AT N. Y. UNIVERSITY A course in "Fashion Coordination And Publicity" will be taught by Miss Rita Perna, fashion coordinator of Abraham & Straus, on Tuesday evenings, beginning Sept. 27, from 8:00 P.M. to 9:45 P.M. Helen Sisson, vice-pres. of Pola Stout, Inc., will teach "Fashion In Apparel" on Wednesdays from 6:00 P.M. to 7:45 P.M. Bernice Chambers, Assistant Professor in Retailing at N.Y.U., will teach "Color And Design" on Thursdays from 6:00 P.M. to 7:45 P.M.; and "Fashion Merchandise--Analysis of Construction" on Thursdays from 8:00 P.M. to 9:45 P.M. Cost of each course: \$31.00 plus \$3.00 Univ. Fee. Registration from 5:00 P.M. to 8:00 P.M. daily. Contact: SP. 7-2000, Ext. 598.	NEW YORK UNIVERSITY SCHOOL OF RETAILING	24 WAVERLY PLACE
Tuesday Sept. 27 9:30 P.M. Dancing	GALA PREVIEW: HAUTE COUTURE FASHIONS Carrie Munn will present her Haute Couture fashions for Fall at a Gala evening fashion show at the Waldorf-Astoria. (Black Tie). Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	CARRIE MUNN (640 MADISON AVE.)	WALDORF-ASTORIA SERT ROOM
Wednesday Sept. 28 12:45 P.M. Luncheon	"HOROSCOPE FOR FALL" LUNCHEON SHOW "Star Time at Pierre"--collection of Fall clothes, by a group of specialty shops, including Eleanor Beard--lingerie; Leather & Tweed; Salinger Hats; Elizabeth Blouses; Elsy-Knit Costumes; Jerri Trenell--gowns; Indig & Faden--furs; Mme. Thea Bags; C. Leonce--hair stylist. Star Time guest of honor: Peggy Wood. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Fashion Show Publ.: Rosalyn Bader, EL. 5-4263. Hotel Pierre Fashion Director - Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 28 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Fur fashions by Dein-Bacher of the Waldorf will be presented during luncheon. Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. Dein-Bacher Contact: Winsome Courtney, PL. 9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 28 5:30 P.M.	CAREER GIRL FASHION SHOW Open to public. Publicity: Mary Grizzard, Market 2-1212.	L. BAMBERGER & CO. NEWARK, NEW JERSEY	3RD FLOOR FASHION CENTER
Beginning Wednesday Sept. 28- Dec. 14 7:00 P.M.- 8:40 P.M.	TWELVE MEETINGS-- EDITORS' WORKSHOP The City College Adult Education Program is offering a twelve-week workshop to be conducted by Beatrice Schapper, covering practice in preparation of material for editors of trade, special interest, professional, and popular magazines, with "how to do it" guidance. Fee for series: \$15. Registration takes place up to September 23 at any branch library; or send check or money order to Adult Education Office, City College, Convent Avenue & 139th Street, WA. 6-5400.	CITY COLLEGE ADULT EDUCATION PROGRAM	42ND ST. LIBRARY ROOM 115



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 29 9:30 A.M. Breakfast	PRESS PREVIEW OF SWIM SUITS FOR 1950 Jantzen will present swimsuits and sun clothes for 1950. Attendance by invitation only. Publicity: Edith Rubin, LO. 4-2820.	JANTZEN KNITTING MILLS	RITZ CARLTON HOTEL CRYSTAL ROOM
Thursday Sept. 29 1:00 P.M. Luncheon	DUET COLLECTION OF PARIS ORIGINALS Luncheon showing by Macy's of a duet collection of Paris Originals and their Macy counterparts, with highlights from Macy's "Accessory Bazaar". Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431. Hotel Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 29 8:30 P.M. Dinner- Dance	FASHION SHOW AT "WEDGWOOD BALL" Fur fashions, designed by Leo Ritter, will be presented at a dinner-dance, for benefit of The Lighthouse. By invitation only. Ritter Publ.: Ruth Hammer Assoc., EL. 5-7108. Lighthouse Publ.: Louise Kintner, VO. 5-2200.	THE LIGHTHOUSE, N.Y. ASSN. FOR THE BLIND	WALDORF-ASTORIA WEDGWOOD ROOM
Oct. 3	YOM KIPPUR--JEWISH DAY OF ATONEMENT (Monday).		
Tuesday Oct. 4 1:00 P.M. Luncheon	IMPORTED FALL FASHIONS AT LUNCHEON SHOW "Paris 1950"--Callot Soeurs of Paris will present imported fashions for Fall during luncheon. Original hats by Claude St. Cyr. Hosiery--Modeltex. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Callot Soeurs Publicity: Mary Marsh, PL. 9-2675. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.	CALLOT SOEURS OF PARIS, INC.	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Oct. 4 3:00 P.M. Cocktails	PRESS PREVIEW OF INDIVIDUAL COIFFURES Press preview of the newly opened Salon of Emile Park Avenue, hair stylist (formerly at 598 Madison Avenue), now associated with the Dorothy Gray Salon at 445 Park Avenue. Attendance by invitation only. Contact: PL. 3-8090. Publicity: Viola Shefer, PL. 3-3172.	EMILE PARK AVENUE	445 PARK AVENUE SALON
Tuesday Oct. 4 4:30 P.M. Cocktails	PREVIEW OF RESORT & SUMMER SWIMSUITS Presentation to the press of new Resort and Summer swim fashions by Rose Marie Reid of California. Showing promptly at 5:00 P.M. By invitation only. Publicity: Kay Wister, OR. 9-4263.	ROSE MARIE REID OF CALIFORNIA	STORK CLUB 3 EAST 53RD STREET
Beginning Tuesday Oct. 4	OPENING OF HOLIDAY COLLECTION Presentation of Nali-Bee holiday dresses, featuring cottons ranging from Dobby weaves to cotton Matlasse. Contact: Marian Ostroff, PE. 6-5520.	NALI-BEE (J. & J. NALIBOTSKY)	1350 BROADWAY SHOWROOM
Wednesday Oct. 5 12:45 P.M. Luncheon	"STAR TIME AT PIERRE" SHOES & MILLINERY "Intrigue from Head to Foot"--presentation of Fall shoe and millinery fashions at luncheon show. Guests of honor: Ed & Pegeen Fitzgerald. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. J. & J. Slater Publicity: Neil Sullivan, PL. 9-4805. Hotel Pierre Fashion Director - Commentator: Nola Luxford, TE. 8-8000.	J. & J. SLATER; HATS BY SALLY VICTOR	HOTEL PIERRE COTILLION ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 5 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fashion show by The Tailored Woman. Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. Tailored Woman Publ.: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMEN	WALDORF-ASTORIA SERT ROOM
Thursday Oct. 6 1:00 P.M. Luncheon	FUR FASHIONS DURING LUNCHEON Gunther-Jaeckel will present fur fashions for Fall and Winter during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gunther-Jaeckel Publicity: Georgine Thompson, PL. 5-7000. Plaza Fashion Director, Mary Alice Rice, CI. 6-1790.	GUNTHER-JAECKEL	HOTEL PLAZA PERSIAN ROOM
Postponed Oct. 6	PREVIEW OF 1950 SWIMSUIT COLLECTION, "SEAMOLDS" BY FLEXEES, ORIGINALLY SCHEDULED FOR THURS., OCT. 6 HAS BEEN POSTPONED TO FRIDAY, OCT. 14 AT 4 P.M.		
Friday Oct. 7 9:00 A.M. Breakfast	SHOWING OF RESORT COLLECTION Carolyn Schnurer will present a breakfast preview of her Resort collection on Friday, Oct. 7, at 9:00 A.M. Attendance strictly by invitation. Beginning Monday, Oct. 10, there will be daily showings at 10:30 A.M. and 12:30 P.M. (Box Luncheon). Contact: Lee Walker, CH. 4-8446.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM, 23RD FL.
Friday Oct. 7 11:00 A.M.	PRESS SHOWING OF RESORT COLLECTION Press preview by del Mar Sportswear, Ltd. of their Resort collection designed by Clifford. Showing will be followed by box luncheon. Attendance by invitation only. Trade opening on Tuesday, Oct. 11, with continuous showings daily. Publicity: Mildred Kaldor, MU. 9-5420.	DEL MAR SPORTSWEAR LTD.	498 SEVENTH AVENUE SHOWROOM - 8TH FL.
Monday Oct. 10 10:30 A.M. And 2:30 P.M.	PRESS PREVIEW: CRUISE AND RESORT COLLECTION Margaret Newman will present her Cruise and Resort Fashions to the press at 10:30 A.M.; and again at 2:30 P.M. Included will be cocktail, afternoon and spectator sports fashions; also, playclothes, slacks, and bathing suits. Attendance by invitation only. Publicity: Ann Rabin, TR. 7-0455.	MARGARET NEWMAN ORIGINALS, INC.	525 SEVENTH AVENUE PENTHOUSE
Monday Oct. 10 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Walter Florell will present new millinery fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Florell Contact: PL. 5-0895. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	WALTER FLORELL	HOTEL PLAZA TERRACE ROOM

Beginning Monday Oct. 10	<p>OPENINGS OF RESORT AND SPRING LINES</p> <p>The opening dates of the Sportswear Guild manufacturers are as follows:</p> <p><u>Monday, October 10</u> SPORT-CRAFT, INC; STAR-MAID DRESSES, INC.</p> <p><u>Tuesday, October 11</u> ADLER &amp; ADLER, INC.; KANE-WEILL.</p> <p><u>Wednesday, October 12</u> DAVIDOW; DAVID M. GOODSTEIN, INC.; MUTUAL-ROSENBLOOM CO.</p> <p><u>Thursday, October 13</u> CHARLES W. NUDELMAN, INC.; ZOLTAN ROSENBERG, CO.</p> <p>Contact individual manufacturers.</p>	THE SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 11 10:00 A.M. Breakfast	PRESS PREVIEW: 1950 SWIMSUIT FASHIONS Catalina will present a press showing of swimsuit fashions for 1950. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	CATALINA, INC.	PLACE TO BE ANNOUNCED
Tuesday Oct. 11 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOW Showing of custom-order and ready-to-wear originals by Jonai. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Jonai Publicity: PL. 5-3500. Ritz Publicity: Marion Morrison, MU. 8-3000.	JONAI, INC. (408 PARK AVE.)	RITZ-CARLTON HOTEL OVAL ROOM
Oct. 12	COLUMBUS DAY (Wednesday).		
Wednesday Oct. 12 12:45 P.M. Luncheon	"YOUNG WORLD" FRIENDSHIP LUNCHEON Fall fashions "Through The Years", from age three to thirty, will be presented at a Friendship Luncheon in cooperation with CARE and "Save The Children Federation". Guest of Honor: Betty Betz. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	TWENTY DESIGNERS	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 12 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Presentation of new millinery by Milgrim. Press by invitation. Public by reservation; contact: "Nino", EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publ. Office: Annette Goodrich, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM
Thursday Oct. 13 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING The Fashion Group will have a Fabrics Division luncheon meeting. (More details later). Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Thursday Oct. 13 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Presentation of custom-made suits, coats, furs and casual clothes. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Knize Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	KNIZE (24 EAST 56 ST.)	HOTEL PLAZA TERRACE ROOM
Friday Oct. 14 4:00 P.M. Cocktails	SHOWING OF 1950 "SEAMOLDS" BY FLEXEES New 1950 collection of "Seamolds" by Flexees will be shown to the press. For the first time, swimsuits will be made in the seven basic figure types--"the swimsuit with foundation fit." (Note change of date). Attendance by invitation only. Publicity: Bee Bradshaw, MU. 9-2100.	FLEXEES ARTISTIC FOUNDATIONS	417 FIFTH AVENUE SHOWROOM
Sunday Oct. 16	CHILDREN'S DAY Contact: George J. Hecht, chmn., 52 Vanderbilt Ave., MU. 5-4400.		
Monday Oct. 17 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Showing of millinery fashions by Peter Bondi. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Bondi Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	PETER BONDI	HOTEL PLAZA PERSIAN ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week Of Oct. 17	NATIONAL GLOVE WEEK "Ladies and Gentlemen Always Wear Gloves"--theme of National Glove Week. Public Relations Counsel: Claire A. Wolff, LO. 4-7230.	NATIONAL GLOVE GROUP	THROUGHOUT COUNTRY
Beginning Monday Oct. 17- Oct. 22	CAMP NATIONAL POSTURE WEEK The eleventh annual observance of National Posture Week. Contact: The Samuel Higby Camp Institute for Better Posture, CH. 4-5798.	S. H. CAMP & COMPANY	THROUGHT THE COUNTRY
Tuesday Oct. 18 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING The Fashion Group will have a Cosmetics Division luncheon meeting. (More details later). Price (including tax and tip): \$3.25 for members; \$3.75 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Tuesday Oct. 18 1:00 P.M. Luncheon	SHOWING OF HAND- KNIT ORIGINALS Presentation of hand-knit dresses and suits. Public by reservation; contact: RH. 4-4700. Publicity: Cayton-Klempner, PL. 9-3408.	MIMI PEARCE (23 E. 67TH ST.)	TAVERN-ON-THE-GREEN CENTRAL PK.W. AT 67
Tuesday Oct. 18 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Showing of Fall millinery fashions by Laddie Northridge. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Laddie Northridge Publicity: Elizabeth Maher Associates, EL. 5-4248. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.	LADDIE NORTHRIDGE	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Oct. 18 4:00 P.M. Cocktails	SUITS AND COATS STYLED BY STEFAN Preview of Linker & Herbert's "Spring Fashioncast" of suits and coats styled by Stefan. Cocktails at 4:00 P.M. Showing at 4:30 P.M. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	LINKER & HERBERT	PLACE TO BE ANNOUNCED
Wednesday Oct. 19 12:45 P.M. Luncheon	"STAR TIME AT PIERRE" FASHIONS AT LUNCHEON "Magical Beauty"--Fall fashions by specialty shops including Ada, Inc.--children's wear; Trent Leather--sportswear; Jeanne Rousseau Hats; Mimi Tuthill--gowns; Dorothee Furs; Maximilien Feldman--suits; Marie Fontaine--blouses; John Hall--hair stylist; de Tanya--imported silk scarfs; Asha Lingerie. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Publicity for Fashion Show: Rosalyn Bader, EL. 5-4263. Hotel Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 19 1:00 P.M. Luncheon	SHOWING OF SHOES AND ACCESSORIES I. Miller will present a showing of Fall shoes and accessories during luncheon. Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. I. Miller Publicity: Helen Horchler, BR.9-2000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	I. MILLER	WALDORF-ASTORIA SERT ROOM
Thursday Oct. 20 12:30 P.M. Luncheon	"DIAMONDS U.S.A." DIAMOND FASHIONS 1950 Second nationwide showing of diamonds, presented at a luncheon for the fashion press. By invitation only. Publ.: Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC.	HOTEL PLAZA GRAND BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 20 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fashion show by Rosette Pennington during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON (20 EAST 56 STREET)	HOTEL PLAZA TERRACE ROOM
Sunday Oct. 23- Oct. 26	CRUISE & RESORT WEAR Forty manufacturers, members of the Miami Fashion Council, will present continuous showings of their cruise and resort wear lines in individual showrooms. Included will be dresses; sportswear; swim suits; children's wear; men's and boys' wear; accessories. Publ.: Ann Rabin, TR. 7-0455.	MIAMI FASHION COUNCIL	HOTEL NEW YORKER
Monday Oct. 24 1:00 P.M. Luncheon	FASHION SHOW DURING LUNCHEON Presentation of fashions by Farquharson and Wheelock. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Farquharson & Wheelock Publ. and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	FARQUHARSON & WHEELLOCK (23 WEST 57TH STREET)	HOTEL PLAZA PERSIAN ROOM

Beginning Monday Oct. 24	SPRING AND RESORT OPENINGS OF FOGA The only collections of these houses for the entire Spring season, in accordance with their procedure of showing a single line for each season. (The other seasonal openings are: Summer lines in early February, and Fall lines in May). Guild members who will present their lines include: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. GRABOIS	FASHION ORIGINATORS' GUILD OF AMERICA, INC. FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN, INC. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS NAT KAPLAN CHARLES LANG, INC. DAVID LEVINE CO. MARY LEE, INC. NATHAN-STRONG, INC. PAUL PARNES CORP.	INDIVIDUAL N. Y. SHOWROOMS PARNIS-LIVINGSTON BEN REIG, INC. RUDOLF GOWNS PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE JANET TAYLOR HANNAH TROY, INC.
Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.			

Tuesday Oct. 25 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Showing of daytime and evening fashions. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Sada Sacks Contact: Milton Cline, TE. 8-5595. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.	SADA SACKS, INC. (671 MADISON AVE.)	RITZ-CARLTON HOTEL OVAL ROOM
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Wednesday Oct. 26 12:45 P.M. Luncheon	"STAR TIME AT PIERRE" FUR FASHION SHOW "Beauty, Harmony, and Charm"---showing of Fall and Winter fur fashions; hair styles by Guro. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	HOUSE OF ARONOWICZ	HOTEL PIERRE COTILLION ROOM
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Wednesday Oct. 26 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Presentation of Russeks Fall fashions. Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 27 12:30 P.M. Luncheon	PREVIEW OF COTTON PLAYCLOTHES Showing of Spring line of cotton playclothes by the White Stage Manu- facturing Co. By invitation only. Contact: Mr.B.L. Kamberg, BR.9-1974.	WHITE STAGE MFG. CO. (PORTLAND, OREGON)	TAVERN-ON-THE-GREEN CENT.PK. W. & 67TH
Thursday Oct. 27 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fashion show by Sport and Travel, Inc. during luncheon. Press by invita- tion. Public by reservation; contact: PL. 9-3000, Ext. 176. Sport and Travel Publ. & Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SPORT AND TRAVEL, INC. (511 MADISON AVENUE)	HOTEL PLAZA TERRACE ROOM
Oct. 30	GIRL SCOUT WEEK (Oct. 30-Nov. 5).		
Week Of Oct. 31	SIXTEENTH ANNUAL NATIONAL SHOE FAIR Over 595 shoe firms throughout the country will display their 1950 Spring and Summer shoe styles in the Stevens, Morrison, Congress Hotels, and the Palmer House. Also, 80 booths of the allied trade will display their products in the Exhibition Hall at the Palmer House. Contact: George E. Gayou, Manager, Palmer House, Room 953 W, Chicago, Illinois.	NAT'L SHOE MFRS. ASS'N. NAT'L SHOE RETAILERS ASSN.	PALMER HOUSE CHICAGO, ILLINOIS
Oct. 31	HALLOWE'EN (Monday).		
Tuesday Nov. 1- Nov. 4 2:30 P.M.; 8:45 P.M.	EIGHTH EDITION OF "FASHIONS OF THE TIMES" The New York Times will present its Eighth Annual Fashion Show, "Fashions Of The Times," with two performances daily, matinee and evening on Tues- day, Wednesday, Thursday and Friday. Tickets: \$3.60 (including tax), Contact: Virginia Lally, N.Y. Times Promotion Dept., LA.4-1000, Ext.507.	NEW YORK TIMES	NEW YORK TIMES HALL 240 WEST 44TH ST.
Wednesday Nov. 2 12:45 P.M. Luncheon	LUNCHEON SHOW: "FORECAST OF MEN'S FASHIONS" "Let's Dream Again"--an all-male fashion show will be presented during luncheon. Press by invitation. Public by reservation; contact: Francois, TE.8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE.8-8000.	TOP DESIGNERS' FORECAST FOR A MASCULINE WORLD	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 2 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fashion show by Milgrim during luncheon. Press by invitation. Public by reservation; contact: "Nino", EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publ. Office: Annette Goodrich, EL.5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM
Wednesday Nov. 9 12:45 P.M. Luncheon	"FASCINATION" LUNCHEON SHOW Presentation of John Rubel jewels; Guro hair styles; Boue Soeurs gowns; Amaue Tutsch gloves; Charles Weinstein bags; Haggerty shoes. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE, 8-8000.	JOHN RUBEL CO.; GURO	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 16 12:45 P.M. Luncheon	"WHAT THE WELL-DRESSED DOG SHOULD WEAR" Benefit show for N.Y. Tuberculosis & Health Assn., Inc., presenting fashions for the well-dressed dog. Press by invitation. Public by re- servation; contact: Francois, TE. 8-8000. Pierre Fashion Director- Commentator: Nola Luxford, TE. 8-8000.	HAMMACHER SCHLEMMER; DOGS, INC.	HOTEL PIERRE COTILLION ROOM



MUSIC...MOVIES...THEATRE...TELEVISION

Friday  
Sept. 23-  
Sept. 29

BALLET Russe de Monte Carlo METROPOLITAN OPERA HOUSE, 39TH ST. & B'WAY  
Ballet Foundation presents the Ballet Russe de Monte Carlo:  
Fri. Eve., Sept. 23: BALLET IMPERIAL; PAS DE DEUX; PAQUITA; GAITE.  
Sat. Mat., Sept. 24: LES SYLPHIDES; PAS DE QUATRE, IGROUCHKI; GRADUATION.  
Sat. Eve., Sept. 24: COPPELIA; PAS DE DEUX; GRADUATION BALL.  
Sun. Mat., Sept. 25: CIRQUE DE DEUX; COPPELIA; RODEO.  
Sun. Eve., Sept. 25: GISELLE; THE MUTE WIFE; RAYMONDA.  
Tues. Eve. Sept. 27: LES SYLPHIDES; BIRTHDAY; PAS DE QUATRE; LE BEAU DANUBE.  
Wed. Eve., Sept. 28: SWAN LAKE; THE NUTCRACKER; SCHEHERAZADE.  
Thurs. Eve. Sept. 29: BALLET IMPERIAL; PAS DE DEUX; BIRTHDAY; MADRONOS.  
Tickets: \$1.20-\$3.00 (tax included). Publicity: Mike Mindlin, CI. 7-5911.

Saturday  
Sept. 24

TELEVISION: "WINNER TAKE ALL" WCBS-TV, CHANNEL 2  
Television program featuring a TV hostess gown by Doreen; dressmaker  
8:00 P.M.- suit by Dana Festive Fashions (515 Madison); and Tosca Ring Watch.  
8:30 P.M. Contact: Barbara Olsan, PL. 5-2000, Ext. 426.

Monday  
Sept. 26

OPENING: "TWELFTH NIGHT" EMPIRE THEATRE, 1430 B'WAY AT 40TH STREET  
Roger Stevens presents the Shakespearian comedy for a limited engagement.  
The cast includes Arnold Moss, Frances Reid, Carl Benton Reid, Harry Tone,  
Philip Tonge and Truman Smith. Contact: PE. 6-0938.

Monday  
Sept. 26

TELEVISION: "EVERYTHING NICE FOR YOU" DUMONT-TV, WABD, CHANNEL 5  
Maxine Barrett's television show will feature an imported French sea green  
9:00 P.M.- dress, designed by Jeanne Lafaurie, whose inspiration came from Parfums  
9:30 P.M. Weil's "Secret de Venus" perfume essence. Miss Barrett will interview  
Mr. Alfred Weil, President of Parfums Weil, on news and views of the  
latest French fashions. Contact: Susan Graham, Parfums Weil, PL. 3-1474.

Wednesday  
Sept. 28-  
Oct. 23

24TH ANNUAL WORLD'S CHAMPIONSHIP RODEO, MADISON SQ. GARDEN, 8TH AVE. & 50TH  
The twenty-fourth annual World's Championship Rodeo will feature a new  
program of cowboy and Indian pageantry. Matinees every Wednesday, Friday,  
Saturday and Sunday. Prices: \$1.50-\$6.00 (tax included). Publicity:  
Lillian Jenkins, CO. 5-6800.

Beginning  
Thursday  
Sept. 29

TWELFTH ANNUAL SEASON: THE NEW YORK CITY OPERA CO., CITY CENTER, 131 W. 55TH  
The New York City Opera Co., under the direction of Laszlo Halasz, will  
present an eight-week season of forty-five performances given on Thursdays,  
Fridays, Saturdays and Sundays from September 29 through November 20.  
Thurs. Eve., Sept. 29: ARIADNE; Fri. Eve., Sept. 30: TALES OF HOFFMANN;  
Sat. Eve., Oct. 1: MADAMA BUTTERFLY; Sun. Mat., Oct. 2: AIDA; Sun. Eve.,  
Oct. 2: MARRIAGE OF FIGARO. Tickets: \$1.50-\$3.00 (tax included).  
Publicity: Jean Dalrymple, MU. 8-3847.

Thursday  
Sept. 29

PREMIERE: "STRANGE BARGAIN" (Movie) PALACE THEATRE, BROADWAY AND 7TH AVE.  
RKO presents Martha Scott, Jeffrey Lynn, and Henry Morgan in a film about  
the "Strange Bargain" between a broken and his employee. Producer: Sid  
Rogell. Director: Will Price. Publicity: Rutgers Neilson, CO. 5-6500.

Wednesday  
Oct. 12

OPENING: "DOUBLE BILL" CORONET THEATRE, 49TH ST. WEST OF B'WAY.  
Maurice Evans, with Stephen Mitchell, will present two plays by Terence  
Rattigan: "The Browning Version" and "Harlequinade". Mr. Evans will co-  
star with Edna Best. Director: Peter Glenville. Costumes: David Ffolkes.  
Publicity: Sol Jacobson, LU. 2-4993.